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## News from the Tobacco Prevention and Control Program

### Tobacco Program youth efforts win Governor's Award

The Tobacco Program recently received the Governor's Award for Public Benefit and Value after showing that smoking rates for kids have fallen an average of 42 percent.

The program, which highlighted the youth component of its comprehensive effort, competed against more than a dozen teams from other state agencies for this top award. It's the first time a team from the Department of Health has received one of the Governor's awards.

The Governor's Award is given to teams that create significant, objectively verifiable, sustainable improvements in one of several categories. An overall award is given, as well as awards for public benefit and value, customer service, financial results, internal process management, and organizational or employee learning and growth.

In a presentation last month, Tobacco Program Manager Terry Reid and Julia Dilley, the program's epidemiologist, told a panel of judges that the program and its partners worked to eliminate tobacco use among youth in three ways: First, by educating kids about the dangers of smoking; second, by making it difficult for them to get tobacco; and third, by making tobacco use by children unacceptable in the community.

The efforts are working: An estimated 53,000 fewer Washington kids are smoking than before the launch of the program. The lower smoking rates will translate into nearly 12,000 kids being spared an early death and an estimated savings of \$660 million in future medical costs due to tobacco-related diseases.

For more information, contact Terry Reid at 360-236-3665 or [terry\\_reid@doh.wa.gov](mailto:terry_reid@doh.wa.gov).



Youth advocate Jesse Youckton confers with Gov. Gary Locke, Tobacco Program Manager Terry Reid, and Secretary of Health Mary Selecky at the recent Governor's Award ceremony.

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### **Smoking rate among pregnant women in Washington declines**

The percentage of women in Washington state who smoke during the last three months of pregnancy has dropped to 10 percent, according to survey data released recently by the Department of Health. That is the lowest rate since the department began surveying in 1998, when 13 percent of pregnant women were smoking.

Each year in Washington one out of every 10 infants is born to a mother who smokes during the last three months of her pregnancy – a total of about 8,000 children statewide. The numbers are higher for women who smoke at any time while they are pregnant. The highest rates of smoking among pregnant women are among the youngest mothers (18 percent for mothers younger than 20), Native Americans (28 percent), and low income (15 percent for women on Medicaid). About half of the women who use tobacco before getting pregnant are able to quit by their third trimester, but half of those who did quit began smoking again within three months after pregnancy.

For more information, [read the release](#).

### **Julia Dilley leaves Tobacco Program post**

Tobacco Program Epidemiologist Julia Dilley has joined the Department of Health's "Steps for a Healthier US" project as evaluation coordinator. "Steps" is a project to integrate public health programs in tobacco control, physical activity and nutrition, asthma, and diabetes. She will remain part of the Tobacco Program evaluation team, but a new team coordinator will be hired.

"Julia has been the heart and soul of the Tobacco Program," said Terry Reid, program manager. "She has provided leadership on strategic planning as well as a high level of service to local health departments. We'll value her continued connection to the program."

For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).

### **Strategic planning training**

Creating sustainable change in tobacco prevention and control through community strategic planning is the topic of a series of two-day contractor trainings kicked off last month by the Tobacco Program. The trainings are designed to help community, Educational Service Districts, priority population, and tribal contractors engage their communities in planning outcome-based policy and systems changes, and focus resources and activities for a three-year period starting July 2005. The intent is to establish community structure and capacity that will last if funding for tobacco prevention and control were reduced.

The training takes into account that many communities have not previously participated in a strategic planning effort nor focused on policy change. Trainers provide examples of strategic plans as well as development tools and options for community-level change. The program also will provide technical assistance throughout the year to contractors in developing the plans, which must be completed by December 31, 2004.

For more information, contact Terry Reid at 360-236-3665 or [terry\\_reid@doh.wa.gov](mailto:terry_reid@doh.wa.gov).

### **Vancouver youth leader receives national award**

BreAnna Dupuis, 16, of Vancouver, and Washington Attorney General Christine Gregoire recently were honored for their leadership in the fight against tobacco by the Campaign for Tobacco-Free Kids. BreAnna was named the West Regional Youth Advocate of the Year and the attorney general received the Champion Award at Tobacco-Free Kids' annual Youth Advocates of the Year gala on May 5 in Washington, D.C.



BreAnna, a junior at Heritage High School, is the president of BREATHE, the youth task force of the Tobacco Free Coalition of Clark County, and serves as a trainer for Washington's media literacy program, which helps youth reject manipulative tobacco marketing. As a member of the Washington State Youth Legislature, she drafted and advocated for the passage of a statewide smoke-free workplace law, and was instrumental in the passage of Ridgefield's voluntary smoke-free parks policy.

## **Smoke-free Days of Summer**

The Tobacco Program is pleased to announce the new *Smoke-free Days of Summer*, an exciting summer partnership with Clear Channel radio stations across the state.

The program will be working with the following stations to reach youth with anti-tobacco messages and to drive them to [www.UnfilteredTV.com](http://www.UnfilteredTV.com), the Washington state Web site for youth.

Western Washington – KUBE 93  
Spokane – KCDA, KKZX, KIXZ  
Tri-Cities – KEYW, KORD, KRRX  
Yakima – KFFM, KATS

This partnership involves more than just typical radio advertising. There will be tobacco-free pledges on the back of radio bumper stickers, prize giveaways, pizza parties and opportunities for youth to speak out against tobacco and events. The promotions, which will run from June through August, are intended to benefit youth and tobacco prevention and control work in general.

For counties that don't have the affiliated Clear Channel radio stations, the Tobacco Program is offering a radio station promotion package that you can use to support activities or events planned for the summer. The radio station promotion package will include:

- Prizes and giveaway items (stickers, buttons, t-shirts, tobacco-free pledges).
- Sample letter to radio stations – a letter addressed to the program director or general manager encouraging them to participate in a tobacco-free promotion or, at the very least, include your tobacco prevention and control events or activities with their events and current promotions.
- “Tipsheet” with ideas about the most effective ways on how to approach a radio station to participate in a tobacco-free promotion. It will also include how you can find out what events or promotions the station is planning to do and possibly leverage your activities with theirs.

To receive a promotion package or for more information, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov).

## **Tobacco Program steps up youth prevention efforts**

The Tobacco Program is increasing support for youth advocacy teams in select counties and enhancing its youth Web site, [www.UnfilteredTV.com](http://www.UnfilteredTV.com), to attract more youth to the fight against tobacco.

Pierce, Clark, Benton/Franklin, Pacific and Grant counties will receive technical assistance and training from the Tobacco Program's media relations firm, GMMB, to develop youth advocacy teams. Existing teams in Skagit and Spokane counties will continue to receive similar support.

The counties were selected based on having a strong youth presence supported by the community and media, the potential to affect county policy change, and having youth with advanced leadership skills and knowledge of the issue.

Youth advocacy teams focus on activities that change local policy, such as working with schools to enforce tobacco control or encouraging local businesses to go smoke-free, and attract media attention to tobacco issues.

Changes to [www.UnfilteredTV.com](http://www.UnfilteredTV.com) will help youth get involved in the fight against tobacco, and will include a statewide youth event calendar, a local contact list, and suggested activities for local advocacy efforts. Youth events for the calendar can be emailed to [info@UnfilteredTV.com](mailto:info@UnfilteredTV.com)

For more information, contact Tom Wiedemann at 360-236-3643 or [tom.wiedemann@doh.wa.gov](mailto:tom.wiedemann@doh.wa.gov).

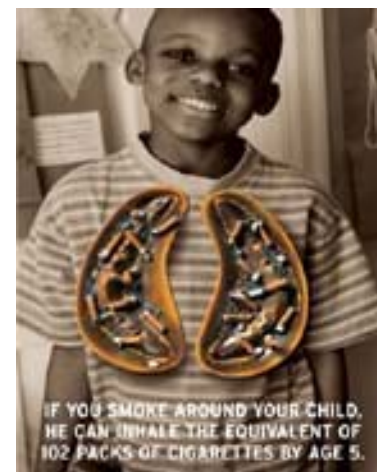
### **New materials available through Clearinghouse**

New items for use by contractors are now available through the Tobacco Program Clearinghouse. To order materials, go to the [clearinghouse Web site](#).

### **Smoke-free housing booklets**

Thanks to the efforts of Kitsap County Health District, Tacoma-Pierce County Health Department, and the state Department of Health, two new smoke-free housing publications are now available through the Tobacco Program clearinghouse:

- “Providing Fresh Air Housing – Steps to Smoke-free Housing in Multi-unit Dwellings” (DOH publication #345-200), is a 10-page booklet that provides contractors, local citizens, and building owners and managers with information to pass smoke-free policies in apartments and condominiums. It includes legal information, sample policies, sample tenant survey questions, secondhand smoke facts, and information on resolving secondhand smoke issues.
- “Owners & Managers... It's Your Decision – A Blueprint for Fresh Air Housing” (DOH publication #345-201) is a seven-page publication that provides information to building owners and managers about the benefits of maintaining smoke-free apartments and condominiums, the risks of allowing smoking, and information about public support for smoke-free living environments.



### **Secondhand smoke posters**

New secondhand smoke posters (at right) are now available through the clearinghouse.



### Tobacco Program partners changing the environment

More than 230 community, school, and disparities contractors, advocacy partners, and concerned citizens gathered March 23-25 in SeaTac for the Tobacco Prevention and Control Program's annual conference, *Changing the Environment: Policies, People, Practices*.

Conference participants attended 21 workshops and trainings presented by experts from around the state and heard remarks from Secretary of Health Mary Selecky, Assistant Secretary of Health Patty Hayes, State Health Officer Maxine Hayes, and Bill Corr, executive director of the Campaign for Tobacco-Free Kids. A comprehensive evaluation of the event is underway and will form the basis for planning the 2005 conference.



For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).

### Selecky Awards

At the Tobacco Program annual conference, the Department of Health honored nine organizations and individuals for their work to prevent and control tobacco use in Washington with Selecky Awards, named for Secretary of Health Mary Selecky. Those recognized include:

- Jesse Youckton – Students Protesting Lies About Tobacco (Youth Tobacco Prevention Leader)
- Clark County Health Department (Quit Line Call Rates)
- Puyallup Tribal Health Authority (Healthcare Provider Systems Change)
- Skagit H.E.A.T. – Helping Educate About Tobacco (Most Active Youth Group)
- Educational Service District 112 (Healthy Youth Survey Recruitment)
- Educational Service District 105 (Healthy Youth Survey Recruitment)
- Tacoma-Pierce County Department of Health (Smoke-free Public Policy Improvement)
- Public Health Seattle & King County (Synar Compliance Check Rates)
- Becky L. Thompson – Liquor Control Board (Enforcement Officer for Law Enforcement Support of the Tobacco Prevention and Control Program)



Secretary of Health Mary Selecky presents a Selecky Award to Clark County's James Lanz.

For more information, [read the release](#).

### **Now online**

The 2003-04 Tobacco Program workplan is available on the contractor's home page under the "Workplan" section. For more information, contact Shanae Williams at 360-236-3746 or [shanae.williams@doh.wa.gov](mailto:shanae.williams@doh.wa.gov).

The presentations and state posters from the 2004 Tobacco Program conference are available on the contractor's home page under the "Statewide Contractors Meeting" section.

### **Submissions for future newsletters**

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and other information to share with tobacco prevention colleagues to Wright Communications at [wright2@olywa.net](mailto:wright2@olywa.net) or 360-943-3642.

### **Newsletter quality improvement**

In response to results from the recently completed customer satisfaction survey, the Tobacco Program has begun an evaluation of the bi-monthly contractor newsletter. The evaluation, conducted by Wright Communications, will consist of interviews with program contractors, partners, and staff, and will result in recommendations for making the newsletter a more effective, useful method of communication.

Nearly 55 percent of contractors who responded to the customer survey indicated that the newsletter was a useful source of information, but lesser percentages found the newsletter interesting and informative.

For more information, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov).

### **Tobacco Web site update**

The Tobacco Program is undertaking a series of changes to both the public and contractor sections of the Web site. These changes are aimed at enhancing the content and making the sites easier to use.

For more information, or if you have suggestions for things you'd like to see on the site, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov)

### **Online news and information**

The University of California, San Francisco has launched a new cessation site for Lesbian, Gay, Bisexual and Transgender (LGBT) smokers called [iQuit](http://iQuit).

The American Legacy Foundation has a new youth activism Web site at [www.streeththeory.org](http://www.streeththeory.org).

The inaugural issue of *Preventing Chronic Disease*, the Centers for Disease Control's online e-journal is now available. To subscribe, go to [www.cdc.gov/pcd](http://www.cdc.gov/pcd), and click on subscriptions and follow the instructions.

The current issue of *O2 magazine*, produced by Teen Media Futures, is now available at [UnfilteredTV.com](http://UnfilteredTV.com).

The latest issue of the *Tobacco Free Press*, produced by the Association of State and Territorial Health Officials, is now available. [View the Tobacco Free Press.](#)

The Tobacco Technical Assistance Consortium (TTAC) provides a regular newsletter with helpful information on tobacco control. The consortium builds capacity to achieve effective tobacco prevention and control programs and policies. [View TTAC Exchange newsletter.](#)